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ABSTRACT

The entrepreneurial attitude is recommended to school managers of public schools, private schools, or public schools managed for profit. The entrepreneur recognizes that change brings opportunities rather than threats, reacts to change proactively rather than reactively, actively fosters creativity beyond the classroom, uses less formal and centralized authority, distinguishes between a good idea and a good idea with a specific market with a feasible financial margin, develops well constructed business plans, and is able to forecast as well as budget. Chapters titles are as follows: (1) How We Got Here; (2) The Role of Entrepreneurship in Education; (3) The Traditional versus the Entrepreneurial Educational Organization; (4) Creating an Entrepreneurial Culture; (5) The Educational Entrapreneur; (6) Planning and Implementation of the Entrepreneurial Community; (7) Marketing (8) Telling Your Story: Perception Is Reality; (9) Creating Educational Opportunities through Partnerships; (10) Seeking and Securing Grants; (11) Local Money Sources and (12) Use of Intellectual Property. (Contains an index and 22 references.) (RKJ)